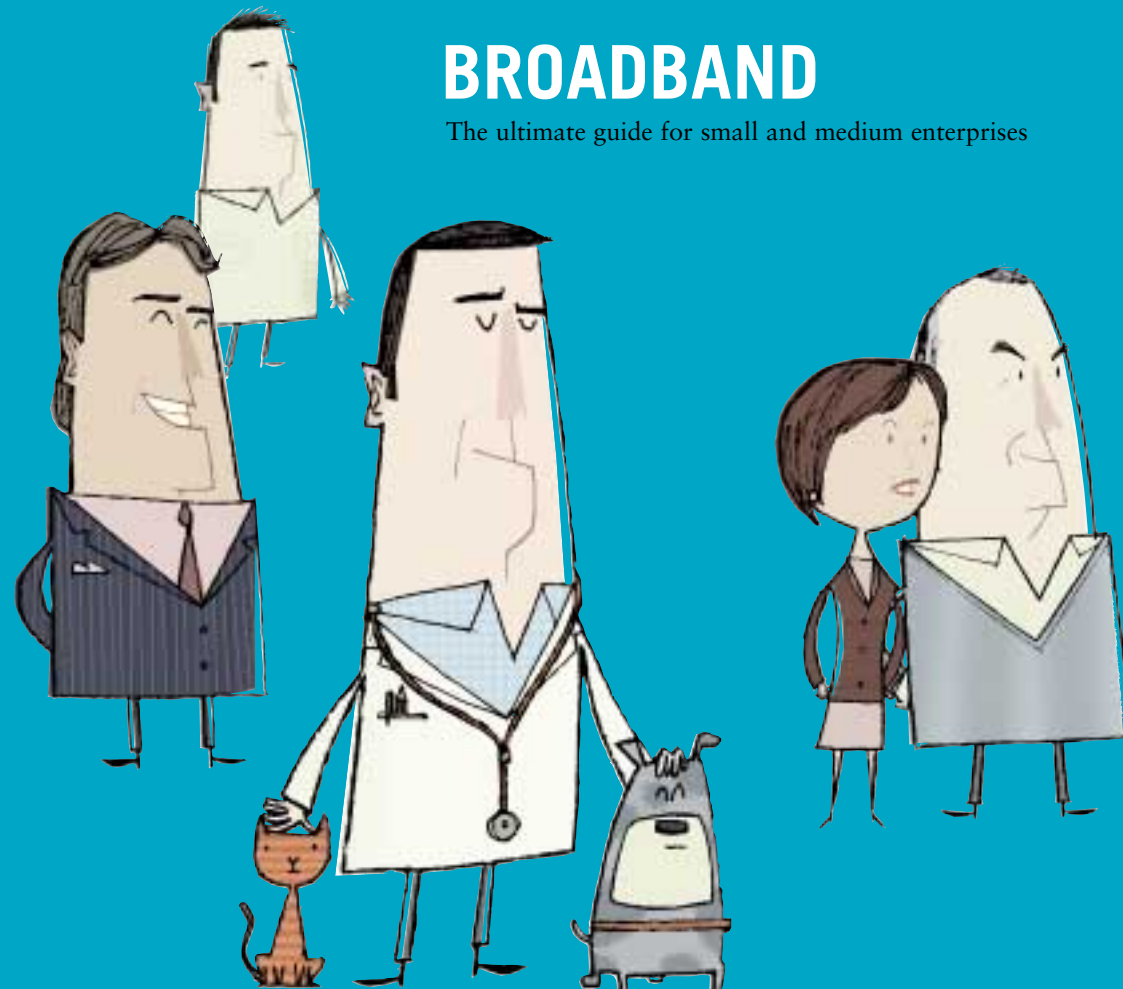


BROADBAND

The ultimate guide for small and medium enterprises



Produced by BT Wholesale
www.bt.com/broadband

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NOTE

WHERE WE USE TECHNICAL TERMS OR ABBREVIATIONS, YOU'LL FIND THESE EXPLAINED IN THE GLOSSARY.

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Broadband ADSL services are subject to survey and availability. Terms and conditions apply. You will need a BT phone line. Nothing in this document forms any part of any contract.

BT is not responsible for the contents of external websites and accepts no liability for them.

The big picture

Once you've got Broadband, it's hard to imagine how you ever did without it.

Broadband means that the World Wide Wait is over. Much of the frustration surrounding business use of the Web disappears. You can, for example, send or receive emails with big attachments in seconds, not minutes.

Broadband means that you and all your staff can use Web, email and phone at the same time, all the time, from a single telephone line—and all for a flat fee.

Like electricity or tap water, Broadband is 'always on'. You need never dial the Internet again. Access to the Internet is immediate, and email is likely to arrive at your desktop as soon as it's sent.

This brochure shows how Broadband can help your business. Through Broadband, you get up to speed with the world's best companies.



A number of different Broadband technologies exist. One of the principal forms of Broadband is ADSL (Asymmetric Digital Subscriber Line).

ADSL:

- runs over a normal telephone line, so you don't need to buy an extra line
- is straightforward to install, inexpensive to run, reliable to operate
- is entirely predictable to budget for.

There are no call charges with Broadband ADSL, just a flat regular tariff.

Broadband ADSL is available to nearly two thirds of businesses in the UK.

What SMEs using Broadband ADSL say about it

In 2001, *Fletcher Advisory*, an affiliate of Forrester Research UK, interviewed more than 200 SMEs using a Broadband ADSL connection:

- 90 per cent were satisfied with the reliability of Broadband ADSL
- more than half regarded Broadband ADSL as important for offering new products and generating fresh revenue streams and customers
- almost half had seen a noticeable productivity increase, with 80 per cent predicting further improvements within two years
- almost half held Broadband ADSL to have increased employee satisfaction. That figure is expected to rise to two thirds in the next two years.

Whether you're: self-employed, working from home, still on ISDN, getting on to the Net for the first time, a small firm or a medium-sized enterprise, Broadband ADSL allows:

- fast, easy, immediate and 'always on' access to the Web for all your staff—instead of each of them waiting up to a minute for a modem to connect
- fast downloading of Web pages
- you to move email and attachments at rates 10–40 times faster than a modem
- you to connect your offices together for data sharing and collaboration
- employees to access your company's network when working from home.

Presence—the sensation of someone else being online

Because Broadband ADSL means you're 'always on', your PC can make you aware when one or more of your business partners is online as well. It's a bit like being in an office and sensing colleagues arriving, departing or having their heads down when busy. You know when, like you, one of your circle is at their desktop, even though they may be at another site or in another country.

To the uninitiated, it's quite an odd sensation. But presence has its uses. Using software such as AOL Instant Messenger and MSN Messenger, you can see whether your business partners are in work mode and available to be interrupted.

The benefits of Broadband ADSL for your business

Broadband ADSL can help control costs

COMMUNICATION— AT A PREDICTABLE COST

Broadband ADSL allows you to send and receive large attachments very quickly. So: no more lengthy modem connections, no more time-consuming and expensive couriers for disks and printouts, and therefore no more shocks to your communications budget—just the same charges, each month.

HIGH-VELOCITY RESEARCH

Financial information, market reports, industry news, government regulations and competitors' Web sites can be downloaded and viewed in seconds. On a narrowband connection, by contrast, navigating, downloading and printing large numbers of pages can seem interminable, while search results take forever to arrive. Broadband ADSL speeds up all of these activities.

“We used to have dialup connections but they are clunky and take ages to connect, so we got ADSL because it was cheaper than having our three dialup accounts. When you are on the phone and someone mentions a Web site, our ADSL is fast enough that I can go and look at the Web site there and then. They are often quite impressed when I comment on it straight away. It also allows me to listen to relevant radio programmes from around the world.”—*Juliet Tizzard, Director, Progress Educational Trust, reproductive rights charity*

A BETTER MANAGED POLICY ON TRAVEL

Complementing face-to-face meetings, videoconferencing can help you dispense with unnecessary travel costs. Conferences like those held by the World Economic Forum (www.weforum.org) can be viewed or listened to online, and remote training conducted efficiently and effectively.

OUTSOURCE YOUR OVERHEADS

More easily than narrowband, Broadband ADSL allows you to outsource administration to specialists who can prove cheaper and better at doing things than you. Admin functions which can benefit most from outsourcing and managing through Broadband ADSL are those that require frequent interactions with the outsourcing supplier, or transfer of large amounts of data. Examples include payroll, health benefits, accounting and customer support.

If you don't want to run a full-scale IT department of your own, Broadband ADSL allows outside suppliers of IT services to diagnose computer difficulties remotely by directly viewing the screen of the staff member who is having problems—so much better than trying to describe a problem on the phone.

“With ADSL, you don't think about using the Internet any more. You just do it.”
—*Simon Esterson, Partner Esterson Lackersteen, editorial design*

Case study: Networking for success

ORGANISATION

Escape Business Technologies

BUSINESS

Network solutions provider

Escape Business Technologies, the 15-strong, Aberdeen-based network solutions provider, chose ADSL to build a high-speed, reliable internal network called a Virtual Private Network (VPN). The VPN gives Escape's customers real-time access to the company Extranet, allowing them to view project timescales and work in progress reports, and to search the knowledge database. ADSL provides further customer service enhancement by allowing Escape to offer remote support to its customers using Thin Client technologies and VPN solutions. From a staff point of view, ADSL has

empowered Escape consultants, who now have instant access to database and email systems through a Microsoft Exchange Server. Due to the benefits Escape has gained internally, it now recommends ADSL connectivity to its own customers. To date, it has migrated 90 per cent of its client base from typical ISDN dialup solutions, which in turn has enabled its customers to adopt a more advanced remote working environment.

“The fixed-cost nature of ADSL has saved Escape approximately £13,000 a year, and has enabled us to sustain 100 per cent growth year on year whilst keeping down administration costs, due to our smarter working environment.”—Mike Bain, Managing Director, Escape Business Technologies

“The fixed-cost nature of ADSL

has saved Escape around

£13,000 a year.”



Mike Bain, Managing Director, Escape Business Technologies

MANAGE YOUR OWN EMAIL ACCOUNTS...

Many Internet-related IT roles can be managed more cheaply and easily inside your firm than outside. With Broadband ADSL you are permanently connected to the Internet, so you can easily have an email server in-house, making the management of mailboxes much simpler. Without having to talk to your Internet Service Provider (ISP), you can:

- give new recruits an email address the day they start
- set up a company mailing list
- create a special email address for a marketing promotion, or for RSVPs to a sales event.

...AND BRING IN NEW SOFTWARE FROM THE OUTSIDE

Not only is software easy to buy and quick to download, your computer can request automatic software updates of its own accord. This means you will always have the most recent versions of software on your computer—including software to protect you from viruses. Automatic software updates should reduce computer crashes and incompatibilities.

Soon, it will also be possible to rent typical office software on a pay-as-you-go basis, saving you the cost of buying an expensive package that you may only use for one project. Though renting software applications is possible with narrowband, it is far more practicable with Broadband ADSL.

Broadband ADSL can help increase revenues

GAINING NEW CUSTOMERS, RETAINING OLD ONES

Broadband ADSL allows you to:

- exchange large files easily with your customers
- view and edit common electronic customer documents while talking changes through on the phone
- more easily integrate client IT and data with yours
- get instant notification of a ‘call back’ request made by a customer on your Web site.

CUSTOMER SERVICE

Broadband ADSL can cut the time customers wait to get responses to email enquiries. If you have a Web site, Broadband ADSL helps you directly update it with answers to questions and with new information about products and services.

MARKETING AND SALES

Many companies that don’t have their own Web site put up a storefront on general business sites such as Yahoo! and eBay, or on sites that specialise in industries such as automotive, or book retailing. Uploading images of products to these sites is much quicker with a Broadband ADSL connection.

“Our ADSL connection allows our staff to quickly and efficiently respond to our customers’ needs. The speed and increase in productivity is amazing. There is no going back to dialup for us.”

—Mark Bramley, Director, Blinds2Go Limited, provider of window blinds online

Case study: Winning all the way

ORGANISATION

Team Financial Services

BUSINESS

Mortgage broker

During 2001, Team Financial Services, based in Exeter, won a major contract to operate an optional mortgage desk, servicing the 81 branches of the chain of independent estate agents, West Country Team. Team Financial Services director John Allen believes that the adoption of ADSL played a key part in winning this business. In particular the fixed cost base the technology provides means John could budget in advance to deliver a dynamic service. John also saw the potential of fast Internet access to dramatically reduce the amount of time spent on paper work.

If his employees could complete application forms online, this would reduce the time taken to submit each application, enabling each member of staff to handle more cases and increase productivity.

The speed and continual access provided by ADSL means that staff not only complete online applications, but also use the Internet to carry out competition analysis and keep up to date with industry news. This enables Team Financial Services to be knowledgeable, competitive and responsive to changes in the marketplace.

“Faster Internet access

helps us deliver exceptional

customer service.”



John Allen, Director, Team Financial Services

Broadband ADSL transforms business processes

SHARING DATA BETWEEN OFFICES

If you have more than one office, a Broadband ADSL connection makes it much easier to create a Wide Area Network (WAN) for your employees. This enables data to be shared between remote sites, so that instead of each office and site operating as an independent entity, your company can function as a synchronised unit.

STREAMLINING YOUR ADMINISTRATION

Much of today's business administration can be done online, from banking to accounting, through VAT and the filing of taxes, to ordering and procurement. Because you will be connecting to these services frequently, you'll find that Broadband ADSL reduces the hassle.

Government regulations are increasingly available online. Finding the regulations that apply to your organisation is faster with a Broadband ADSL connection, and downloading relevant documents is quicker.

“A lot of the services we use, such as Companies House and the Patent Office, are online. We moved to ADSL because we couldn't afford to have people waiting for pages and images to download. ADSL has been much quicker than before and slashed our monthly bill in half.”—Margaret Briffa, Founder, Briffa & Co, intellectual property lawyers

TRAINING AND KNOWLEDGE SHARING

Nowadays, more and more people share and manage knowledge online. Broadband ADSL can enable your organisation to bring information from other external sources, such as a wire service or parts supplier, into your company databases. This makes your databases more extensive and up to date.

Employees can gain quick access to institutions offering courses and workshops. Education and training that's interactive, or based on high-quality video, is best conducted through Broadband ADSL.

Easier access to the Internet will also help your employees become familiar with new developments in best practice with the Web—by looking at the sites of leaders in other industries. As your organisation uses the Internet more

extensively as a business tool, this 'on the job' training will give it critical instincts about what works and what is just bad customer experience.

COLLABORATION ACROSS BORDERS AND TIME ZONES

Broadband ADSL allows for new methods of international collaboration in real time, using services such as instant messaging, shared whiteboards and documents, and videoconferencing. Documents can be worked on collaboratively, or exchanged for proof-reading and electronic annotation.

Case study: Transforming business

ORGANISATION

Medivet

BUSINESS

Veterinary practice

Before ADSL, Medivet Veterinary Group was struggling with its dialup connection to transfer patient data between its 27 sites across Greater London. Not only was there a delay while they dialled up, but if staff tried to contact more than two sites the connection would hang up.

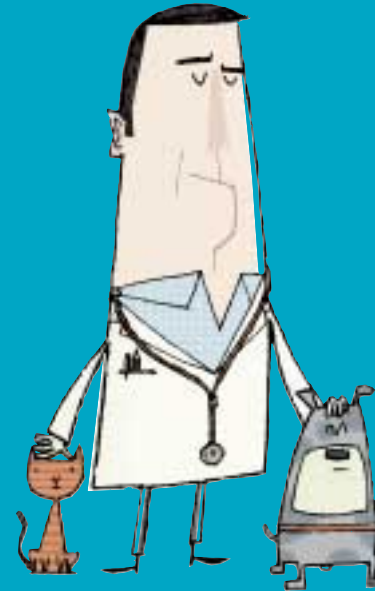
Once ADSL was installed, the first thing staff noticed was their ability to transfer data much faster. Furthermore, the new Intranet streamlined communications between practices, enabling Medivet's 200 staff to keep up to date on the latest news, request

drugs from another practices, and agree rotas. As a result, business efficiency increased dramatically and the office became paperless almost overnight. On one occasion, a vet needed specialist help from a vet in another practice during a complex operation. Digital pictures were taken at each stage of the operation and sent down the network, enabling the specialist to give accurate advice which saved the life of the patient.

“ADSL proved to be a real lifesaver for Medivet. Not only has business efficiency been dramatically streamlined, it has enabled information to be passed between veterinary experts to assist in a complicated operation.”—Arnold Levy, Partner and Director, Medivet Veterinary Group

“ADSL proved to be a real

lifesaver for Medivet.”



Arnold Levy, Partner & Director, Medivet Veterinary Group

Broadband ADSL can help empower employees

PAINLESS INTERNET ACCESS FOR ALL EMPLOYEES

Broadband ADSL can reduce the frustration employees feel when waiting for a modem connection, and eliminates the anger felt when a connection drops—an all too common experience.

WORKING OUT OF THE OFFICE

Employees working from home can access your office remotely using Broadband ADSL. They can easily pick up emails and attachments, and gain access to large files from the server as well as information stored on the company network. Instant messaging software can be used to keep in constant touch with workers wherever they are located.

“ADSL has really taken this company to the next level of its customer service development. Already WGSS has won business across Europe, against a large New York based company, because of its ability to respond immediately to customer requirements only possible through the use of ADSL.”
—*Norman Hill, Founder, Workgroup Support Systems, customer relationship management solutions*

Broadband ADSL can help with data security and delivery of services

DATA BACKUP

Broadband ADSL allows you to back up your information offsite more quickly than is possible over narrowband, and these backups can be in addition to those you make in your own office. So if you lose onsite data backups through theft, damage or fire, your business will still be protected.

NETWORK MONITORING

A Broadband ADSL connection allows you to monitor any Web servers you run that are hosted elsewhere, or to run remote checks on the status of servers in your office when you are elsewhere.

“ADSL has enabled our offices to communicate instantly using email. We send large files of data and images between offices and our ADSL connection makes this fast and efficient. We now have a set of printers that can be used by either office. I can print directly to a printer in Amsterdam and vice-versa.”
—*Martin Kentish, Director, Freeboon, a data capture company*

Case study: Boosting business

ORGANISATION

QualityTime Software

BUSINESS

Software company

QualityTime Software, a five-employee software company based in Ealing, London, had ADSL installed over eight months ago. The most immediate benefit of ADSL was that it allowed staff to gain quick and easy access to company databases when working from home. ADSL has also saved time and effort on tasks such as downloading large amounts of data, which QualityTime used to do out of hours to try to reduce costs and avoid network congestion. Employees can now view Webcasts in full motion video whilst downloading presentations at the same time—a task which was impractical over a dialup connection.

QualityTime's Web server is run through ADSL. This enables the delivery of a more functional Web site, so prospective customers can download not only product evaluations, but brochures in preferred formats. Existing customers can now download software updates, and plans are in the pipeline to enable customers to evaluate the company's browser-based product using online demonstrations.

“ADSL has not only saved us time
and effort, it has also radically
transformed the way we interact
with our customers.”



Kim & Mark Tompsett, Directors, QualityTime Software

Always on, always in action

Below, we list some of what we consider to be the best tools, services and Web sites that are made easier to handle by using Broadband ADSL. This list isn't exhaustive, but it does illustrate many valuable uses of Broadband ADSL.

Fast finance and administration

These services, particularly banking, often require you to download some software to your computer. That takes less time over Broadband ADSL.

Yahoo! Finance finance.yahoo.com/m3
Presents exchange rates of the major world currencies and allows conversion between almost all world currencies. If you need to do a lot of currency conversions, you'll be able to do them much more quickly with Broadband ADSL.

Almost all high street and business banks offer online banking, allowing you to monitor your account, print or download statements, and transfer funds. Examples:

NatWest www.natwest.com
Allows for management of up to 20 accounts, including credit cards, showing entries covering the last six months for bank accounts. Transfers can be made between accounts and payments made to third parties. There are no setup fees or annual charges.

Citibank www.citibank.co.uk
Similar services to NatWest, though without pre configured third party payees. Like NatWest, statements can be downloaded in a number of popular accounting package formats; unlike NatWest, messages can be sent to customer service. The Citibank service is also simpler and quicker to log into.

Getting things registered

The UK Patent Office
www.patent.gov.uk
Information on copyright, designs, patents and trademarks and how to protect them. Includes a searchable database covering the status and details of applications, and of granted rights.

Data Protection Registrar
www.dataprotection.gov.uk
Information on data protection requirements; particularly important if you are doing business over the Web.



Comparing and using suppliers

Buying things over the Web means doing a lot of searching and downloading. These processes go much quicker with Broadband ADSL.

Yell
www.yell.com
Based on the Yellow Pages. Links to suppliers' Web sites are provided where available.

smarterwork.com
www.smarterwork.com
A business-to-business marketplace. Requests for quotations are posted; suppliers respond.

eLance www.elance.com
Similar to smarterwork.com. Also offers supply chain management, and a professional services marketplace for small businesses.

PC World www.pcworld.co.uk

The online face of the high street retailer.

Dell UK www.dell.co.uk

The world's largest direct seller of PCs.

CANCOM www.cancomuk.com

Hardware and software for Apple Macintosh and Windows-based computers.

Viking Direct www.viking-direct.co.uk

Online office supply catalogue.

Prontaprint Limited

www.prontaprint.com

Online quotations and booking of jobs.

Solicitors Online

www.solicitors-online.com

Search Law Society records (www.lawsoc.org.uk) to find law firms or individual solicitors by location, specialism and terms of business.

News and analysis

As the delivery of news begins to combine text, audio and video from around the world, so Broadband ADSL becomes more valuable for keeping up to speed with developments.

Yahoo! Finance uk.finance.yahoo.com

Offers continuous access to Bloomberg TV using the popular streaming media players.

MSNBC www.msnbc.com

US-based service founded by Microsoft and the NBC television network. Offers business and general news video 'headlines' using the free Windows Media Player.

McKinsey Quarterly

www.mckinseyquarterly.com

Respected business consultancy McKinsey shares much of its current thinking and research from its key publication online. Articles are available to download as Acrobat files. This takes two or more minutes over a modem connection, but a matter of seconds over Broadband ADSL.

Harvard Business Review

www.hbsp.harvard.edu/hbr

The world's best-known business magazine. Again articles are available in Acrobat format.

Help for SMEs

BT.com Business www.bt.com/sme

You will find useful examples of SME-related services here.

The Institute of Directors

www.iod.com

A worldwide association of individual company directors.

Collaboration

Broadband ADSL can be used to allow distant correspondents to see each other's screens. Working on common files and collaborating around shared applications is all made much easier by Broadband ADSL.

AOL Instant Messenger www.aol.com

The original instant messaging software. AOL also owns the popular ICQ instant messaging software (www.icq.com).

Microsoft Instant Messenger

messenger.msn.com

Another popular messaging service.

Microsoft Net Meeting

www.microsoft.com/netmeeting

Windows software tools that facilitate conferencing and collaborative working, using audio and video, an electronic whiteboard, file transfer, text-based chat, and screen-sharing of applications including Word and Excel.

BT MeetMe www.bt.com/meetme

A Web-based conferencing service that allows up to 20 people to share and discuss information quickly and easily.

Groove www.groove.net

Software that simply runs on local computers, but allows your people and others to work together—without servers.

E-learning and training

Web-based teaching benefits from Broadband ADSL, particularly if it depends on video or custom tools such as online chat.

Learn Direct for Business

www.learndirect-business.co.uk

Offers courses on IT, business and management. Some can take as little as 15 minutes to do.

www.learndirect.co.uk/advice

Learn Direct's database of 500,000 courses, some of which are available online.

Arranging travel

The Trainline www.thetrainline.com

Offers timetable enquiries, ticket purchase, seat reservation and hotel bookings. Run by Virgin Enterprises.

C2C www.c2c-online.co.uk

Offers live travel updates and timetable enquiries, plus ticket purchase information (you can also ask them to call you back to make a booking). Run by the National Express Group.

Thomas Cook www.thomascook.co.uk

One of the most pleasant to use flight booking sites.

ebookers.com www.ebookers.com

A UK-based company, ebookers.com offers mobile text alerts of flight progress along with a bidding service challenging airlines to meet the maximum fare you are prepared to pay.

Expedia www.expedia.co.uk

Originally started by Microsoft, Expedia is an airline booking site with extensive US coverage.

Travelocity www.travelocity.co.uk

One of the original online travel services. Founded by Sabre, the airline booking service used by the majority of travel agents, Travelocity is US-based but has operated in the UK for many years. It is quite easy to use. Passengers can choose their seats based on a map of the aeroplane on which they will be travelling.

Local and national government

Companies House

www.CompaniesHouse.gov.uk

File your accounts, change your firm's name, register a new company, form a limited liability partnership—and check out competitors, suppliers and customers. For a monthly fee Companies House Direct allows you to retrieve company accounts and returns, directors details and changes of directorships.

HM Customs & Excise

www.hmce.gov.uk

All the rules in one place, along with forms and publications. Includes a facility for submitting electronic VAT returns.

Inland Revenue Home Page

www.inlandrevenue.gov.uk

Allows for online completion and submission of PAYE forms and returns online, and for individuals to post self-assessed tax returns online.

Health and Safety Executive

www.hse.gov.uk

Help and basic information aimed at new, small businesses, including online ordering of publications. Links to an extensive library of regulations is available from HSE Direct.

Business Links www.businesslink.org

Advice on starting a business and running a small business, provided by the Government's Small Business Service.

UK Online for Business

www.ukonlineforbusiness.gov.uk

Advice for companies looking to develop e-business activities. Includes a selection of case studies.

Technology Means Business

www.technologymeansbusiness.org.uk

Offers advice on information and communications technology (ICT) to SMEs. Includes a selection of case studies.

pound sign and dollar
e-shopping basket
icon to be
placed here

Reference

MeansBusiness

www.meansbusiness.com

Aggregated directly from business and management books, 20,000 of the world's best business ideas.

AltaVista Babelfish

babelfish.altavista.com

Decode email and Web pages in French, German, Spanish, Portuguese, Japanese, Chinese and Korean.

Whatis.com whatis.techtarget.com

Dictionary of technical terms, compiled from reader contributions.

Maps

UK Street Map www.streetmap.co.uk
UK-focused mapping service. Allows you to search by street, post code and place as well as OS grid reference.

Multimap.com www.multimap.com
Similar to Street Map; also offers European and world maps.

Yahoo! Maps
maps.yahoo.com/py/maps/.py
Global maps, also offering driving directions.



Away from work

A Broadband connection is valuable for leisure as well as business activities. Below, we list some examples of what we consider to be the best consumer tools, services and Web sites that are made easier to handle with Broadband ADSL. This list isn't comprehensive, but it does illustrate some of the ways Broadband ADSL will enhance your use of the Internet.

Real www.real.com
Real pioneered audio and video that streams over the Internet, allowing people on connections of all bandwidths to listen to music and radio shows, view music videos, news, movie trailers and—one day—see complete movies. Although Real can be used over all bandwidths, using Broadband ADSL will enhance the experience.

Many of the BBC's radio broadcasts are available in Real Audio format from www.bbc.co.uk/radio, while the wonderful US National Public Radio Webcasts are available at www.npr.org. News video clips in Real Video format can be found at news.bbc.co.uk, and the ubiquitous CNN is at www.cnn.com. A free version of each of Real's products is available.

Windows Media and Apple QuickTime

Microsoft's free Windows Media Player is used more and more widely and the Windows Media site is Microsoft's jumping-off point for songs and music videos, radio stations, movies, games and sports broadcasts in Media Players format. Windows Media Player is also available for MacOS-based computers. Apple's QuickTime format preceded

the Real and Windows Media formats by some years and is primarily used for video streaming and downloads. Apple's impressive Movie Trailers site is at www.apple.com/trailers

The Internet Movie Database uk.imdb.com

The grand-daddy of all Web-based movie information, the Internet Movie Database, started at Cardiff University and grew by accepting submissions of movie information, and corrections, from readers. It has as much movie information as any film buff could want and inter links everything with everything. It's so good that the film studios use it as their first point of reference for information, even on their own movies. All the browsing you will end up doing will be much quicker with Broadband ADSL.

Habbo Hotel www.habbohotel.com
Habbo Hotel is one of the most successful visual chat environments online. Guests are represented by digital characters known as avatars, whose appearance they determine. They can also chat directly with other people by approaching them, while messages can be exchanged by email or mobile text without revealing your contact details. Guests can even purchase virtual furniture to adorn their space—a service that does a roaring trade. Created in Finland, Habbo Hotel is aimed at UK teens but guests of all ages hang out there. As it is visually driven and involves real-time interaction, Habbo Hotel works much better over Broadband ADSL.

Newsplayer www.newsplayer.com
A video archive, Newsplayer has news footage, licensed from ITN and Reuters, relating to events over the past century. It covers music, fashion, art, lifestyle, sport, crime, royalty, weather, show business, wildlife, transport, science and war—all for an annual subscription equivalent to a few months of pay TV. A World Cup archive will be available shortly, and there are plans to launch a service that will allow subscribers to hear music tracks that are visually supported by material from the main Newsplayer service.

Kylie.com www.kylie.com
Half of Kylie's current album and three of her latest videos are available at Kylie.com in Real and Windows Media Player formats. While there are many other fabulous musicians' Web sites,

few allow you to play as much material for free. As with all online music, audio quality is higher with Broadband ADSL.

Fotango www.fotango.com
Sharing a photo album is a time-honoured activity and Fotango allows you to share photographs over the Web with friends and family across the world. If you use a digital camera you can simply upload them, and UK residents who use a standard camera can send their film to Fotango to be developed and added to their album. Fotango also allows users to order prints on high quality photographic paper. Uploading to and browsing Fotango is more pleasurable over Broadband ADSL.

Vindigo www.vindigo.com
Restaurant guides are ten-a-penny, but you never have one with you when you want it or, if you do, you find it is out of date. Vindigo is a software application and service for PalmOS and PocketPC handhelds which synchronises through your computer with the latest information about restaurants in London and major US cities. It also features a movie guide with programme times and cinema phone numbers. Because Vindigo needs to keep fresh, it updates when you synchronise your handheld, and with Broadband ADSL you won't even notice it connecting.

HistoryWorld www.historyworld.net
Created by seasoned historian and broadcaster Bamber Gascoigne, HistoryWorld is world history in 25,000 interlinked paragraphs, allowing the reader to browse the history of a country and jump off to parallel

events happening elsewhere. Even though the site is mainly text, the intense browsing that ensues is much easier on a Broadband connection.

SHOWstudio www.showstudio.com

Conceived by two of Britain's most imaginative creative talents, fashion photographer Nick Knight and designer Peter Saville, SHOWstudio is an online workshop inviting innovative creatives in the fields of fashion, design, the visual arts, film and new technology to collaborate on new work that engages with fashion and multimedia. Participants include musicians Tricky and Massive Attack, model Kate Moss, fashion designers Hussein Chalayan and Alexander McQueen, and architect David Chipperfield. On a Broadband ADSL connection, SHOWstudio presents its best face as a gallery of creativity.

Quake II www.quake.com/quake2

Like many computer games today, Quake II has a multiplayer mode that works over the Internet or on your Local Area Network. After all, you would much rather be playing a real person than a computer, wouldn't you? And because online multiplayer gaming is real-time, a Broadband ADSL connection means your only stress comes from your opponents.

Broadband Home Central www.broadbandhomecentral.com

Once you are convinced of the benefits of Broadband ADSL for your business, you might think about getting it at home. Broadband Home Central maps out some of the ways in which the home of the future might benefit from having a Broadband, always-on connection.

How SMEs will use Broadband ADSL applications and services in the future

By 2005

- the number of UK SME employees who are online will grow by 417,000—with Broadband ADSL accounting for 21 per cent of this figure
- 45 per cent of UK SMEs, 1.4 million firms, will be using Broadband ADSL
- they will have increased the number of SME hours spent on line by more than 1.2 million hours a day online
- through better productivity, they will be making additional profits of £3.5bn
- through cost savings, they will pare overheads by £1.2bn.

Source: *Fletcher Advisory, 2001*

Broadband ADSL will soon be as central to business as electricity and telephony are now. Your customers, suppliers, partners and employees will take the availability of Broadband ADSL for granted. Similarly, business processes and solutions will automatically be built on top of Broadband ADSL.

Here are some developments we might see:

- **Presence** Video Walls as high as rooms enable geographically separate offices to appear to be next to one another, with background noise filtering between them and a shared water-cooler where informal exchanges take place.
- **Software** All software is rented, considerably reducing its cost of ownership, and new software packages and updates are available when

they are needed. Complex services are all outsourced and managed, allowing businesses to run more effectively and offer their customers better service.

- **Collaboration** All whiteboards use electronic ink and can be pulled up anywhere in your office for further discussion and annotation.
- **Reference** Your word processor uses the dictionary and thesaurus of your choice from the Internet, and time-sensitive information such as exchange rates is updated automatically.
- **Networks** Wireless connections proliferate. Access to the office network and the Web is available for cheap wireless tablets installed around the office.

- **Logistics** Estate agents offer online walk-throughs on properties you are looking at and space planners show how you might use the space.
- **Remote access** Your employees can access their email, diaries and contact information from a Web-enabled mobile phone.
- **Travel** An employee on reconnaissance takes a mobile phone and network-connected video camera which relays images back to the office, while colleagues in the office discuss what they are seeing.
- **Security** You are alerted that an alarm has gone off in your office and can see what is going on by looking at pictures from your CCTV cameras on a third-generation mobile phone with a colour screen.

Summary

Through one telephone line, Broadband ADSL can make you and your staff's communication, research, travel and IT management more efficient. To customers, Broadband ADSL can present both the promise and the reality of better service. To employees, it can turn the Internet into a powerful working tool. Broadband ADSL can help you back up your data and monitor your premises and your networks. It can, too, help streamline administration and assist a number of different offices—including those of your business partners, whether at home or abroad—in sharing data, knowledge and education.

Broadband ADSL, then, isn't just about doing things faster—important though that is. It can also help you establish richer, more direct relations

with customers, suppliers, banks, educators and the government. Broadband ADSL can help make you and your organisation more competitive; but it also aids collaboration, both inside and outside your company.

Your next move

To find out how to get Broadband ADSL for your business, visit:

www.bt.com/broadband

Glossary

Acrobat (see PDF)

ADSL

ADSL stands for Asymmetric Digital Subscriber Line and basically provides fast internet access. It is a Broadband technology that operates over a normal telephone line, transforming it into a high-speed digital line that can be used for downloading information from the Internet or sharing information between offices. It is also an ‘always-on’ service and is charged at a flat rate. It is called ‘asymmetric’ because it moves information more quickly to your computer than from your computer.

Always on

A connection to the Internet that is permanently available and ready for use. By contrast, a typical modem connection needs to be manually initiated each time you wish to use it.

Application Service Provider (ASP)

A company that rents access to software and services that businesses might otherwise purchase and configure for themselves. Web hosting is the most common service offered by ASPs, although they also offer more complex services such as shopping carts or payment systems. A future role for ASPs may be to rent typical office software on a pay-as-you go basis: a model that companies making mainframe computers have always used.

Automatic software updates

Software on your computer and even your computer’s operating system can be updated directly over the Internet. The profiles that guide your virus software to guard against attack can also be updated so that you are always protected against the most recent threats.

Bandwidth

The rate at which data can move along a connection. For example, a Broadband ADSL connection provides up to 40 times more bandwidth than a normal dialup connection. This means that, for example, Web pages will appear more quickly when accessed over a Broadband ADSL connection.

Firewall

A device or computer running special software that, correctly configured, can protect your network, and computers on the network, from being accessed without authority.

Hosting

A service offering storage space, typically for a Web site, on an Internet-connected server. A server owned by the client can also be hosted.

Instant messaging

Instant messaging systems were first pioneered by AOL, which today runs two systems—AOL Instant Messenger and ICQ. Microsoft’s alternative to these is Microsoft Instant Messenger. All the systems allow you to ‘see’ when a colleague is online and available (or not!) to be interrupted.

ISDN

(Integrated Services Digital Network) A way of sending data over a digital connection between a computer and a remote network using a standard telephone line. ISDN connections are very quick to make and appear to be ‘always on’. A basic ISDN connection moves data about twice as quick as a fast modem, and multiple simultaneous connections can be used to increase speed. ISDN is not practical for hosting. Like phone calls, ISDN calls are billed based on time connected.

Internet Service Provider (ISP)

A company offering access to the Internet, typically over a dialup modem or ISDN connection, Broadband ADSL, or leased line. ISPs often offer Web site hosting and other services such as domain name management.

LAN (Local Area Network)

A network of computers and other devices (including routers and printers) that are in the same geographical location. Connections are typically made over Ethernet, but can be made using wireless technologies.

Modem

A device for sending data over an analogue connection between a computer and a remote network using a standard telephone line. The word modem is

derived from modulate/demodulate, describing the process of turning digital data into sounds that can be carried along a telephone line.)

Narrowband

A generic name used to describe access technologies, typically below 500 kilobits per second.

PDF (Portable Document Format)

A format, also known as Acrobat, created by the Adobe software company for exchanging digital documents as facsimiles. Many documents accessible over the Web are in this format and the free Acrobat Reader software can be found at www.adobe.com/products/acrobat

Router

The devices that direct data traffic around the Internet to ensure that it arrives at its intended destination intact.

Software patch

An incremental update that fixes a problem with a software program.

SME

(Small and Medium Enterprises) Independent organisations (typically businesses) with up to 250 employees.

VPN (Virtual Private Network)

A wide area network that uses connections over public telecommunications infrastructure (including the Internet).

Web server

A computer permanently connected to the Internet running software that allows information placed on it to be accessible on the Web.

WAN (Wide Area Network)

A network connecting two or more local area networks that are geographically separate.

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